



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

<u>Contract / Revision</u> 807724 /		<u>Alt Order #</u> 06272678
<u>Product</u> <b>OBAMA SKED B</b>		
<u>Contract Dates</u> <b>08/12/12 - 08/16/12</b>		<u>Estimate #</u> <b>1596</b>
<u>Advertiser</u> <b>Obama for America 2012</b>		<u>Original Date / Revision</u> 08/10/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WBTV</b>	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Greer, Margolis, & Mitchell #1**  
**1010 Wisconsin Ave.**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WBTV	08/13/12	08/16/12	Rachael Ray	10a-11a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				3	\$400.00			
N 2	WBTV	08/13/12	08/16/12	Price Is Right	11a-12p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				1	\$1,200.00			
N 3	WBTV	08/13/12	08/16/12	CBS Daytime	12:30-3p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				1	\$950.00			
D 4	WBTV	08/13/12	08/16/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	0	\$0.00
N 5	WBTV	08/13/12	08/16/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				3	\$850.00			
N 6	WBTV	08/13/12	08/16/12	WBTV News 430a	430-5a		:30			NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				2	\$135.00			
N 7	WBTV	08/13/12	08/16/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				2	\$1,100.00			
N 8	WBTV	08/13/12	08/16/12	WBTV News at 5p	5p-5:30p		:30			NM	3	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				3	\$1,550.00			
N 9	WBTV	08/13/12	08/16/12	WBTV News at 530p	M-F 530p-6p		:30			NM	3	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				3	\$1,650.00			
N 10	WBTV	08/13/12	08/16/12	Late, Late Show	1237a-137a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWT---				2	\$225.00			
D 11	WBTV	08/12/12	08/12/12	WBTV News Sun 630p	Sun 630p-7p		:30			NM	0	\$0.00
D 12	WBTV	08/12/12	08/12/12	WBTV News Sun 630p	Sun 630p-7p		:30			NM	0	\$0.00
N 13	WBTV	08/12/12	08/12/12	WBTV Sun Am News	5-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Advertiser</u> Obama for America 2012		<u>Original Date / Revision</u> 08/10/12 / 08/10/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$250.00			
N 14	WBTV	08/12/12	08/12/12	WBTV News Sun 630p	Sun 630p-7p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$1,000.00			
Totals											22	\$19,670.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/16/12	22	\$19,670.00	\$16,719.50
<b>Totals</b>	22	\$19,670.00	\$16,719.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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